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**Amendments to the Claims:**

This list of proposed claims is to assist in finding allowable subject matter in an interview with the examiner.

**Listing of Proposed Claims:**

1. (currently amended) A process for increasing traffic flow to a Web site from one or more search engines, comprising the steps of:
  - A) a program receiving access to review a Web site;
  - B) the program receiving one or more search phrases related to the Web site;
  - C) the program receiving one or more selected search engines to submit the Web site to for registration;
  - D) the program analyzing the Web site;
  - E) the program automatically editing the Web site; and
  - F) the program submitting the Web site to the selected search engines for registration.
2. (previously amended) The process of claim 1, further including the step of listing suggested edits for an owner to manually edit the Web site.
3. (original) The process of claim 1, wherein the program resides on a third party server accessible by an owner of the Web site.
4. (original) The process of claim 1, wherein the program resides on a personal computer accessible by an owner of the Web site.
5. (original) The process of claim 1, wherein the search phrases are entered by an owner of the Web site and further comprising the step of the program determining additional search phrases.

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6. (original) The process of claim 1, wherein the search phrases are entered by an owner of the Web site and further comprising the step of receiving additional search phrases from a search phrase suggestion tool.
7. (previously amended) The process of claim 1, wherein the analyzing the Web site step includes checking a spiderability of the Web site.
8. (original) The process of claim 1, wherein the analyzing the Web site step includes checking for search engine parsing problems in the Web site.
9. (currently amended) A process for increasing traffic flow to a Web site from one or more search engines, comprising the steps of:
  - A) a program receiving access to review a Web site;
  - B) the program receiving one or more search phrases related to the Web site;
  - C) the program receiving one or more selected search engines to submit the Web site to for registration;
  - D) the program determining the ranking methodologies used by the selected search engines;
  - E) the program analyzing the Web site using ~~substantially~~-similar ranking methodologies used by the selected search engines;
  - F) the program automatically editing the Web site to increase the expected traffic flow to the Web site from the selected search engines; and
  - G) the program submitting the Web site to the selected search engines for registration.
10. (previously amended) The process of claim 9, further including the step of listing suggested edits for an owner to manually edit the Web site.
11. (original) The process of claim 9, wherein the program resides on a third party server accessible by an owner of the Web site.
12. (original) The process of claim 9, wherein the program resides on a personal computer accessible by an owner of the Web site.

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13. (original) The process of claim 9, wherein the search phrases are entered by an owner of the Web site and further comprising the step of the program determining additional search phrases.
14. (original) The process of claim 9, wherein the search phrases are entered by an owner of the Web site and further comprising the step of receiving additional search phrases from a search phrase suggestion tool.
15. (previously amended) The process of claim 9, wherein the analyzing the Web site step includes checking a spiderability of the Web site.
16. (original) The process of claim 9, wherein the analyzing the Web site step includes checking for search engine parsing problems in the Web site.

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17. (currently amended) A process for increasing traffic flow to a Web site from one or more search engines, comprising the steps of:
- A) a program receiving access to review a Web site;
  - B) the program receiving one or more search phrases related to the Web site;
  - C) the program receiving one or more selected search engines to submit the Web site to for registration;
  - D) the program determining the ranking methodologies used by the selected search engines;
  - E) the program analyzing the Web site using ~~substantially~~ similar ranking methodologies used by the selected search engines;
  - F) the program automatically editing the Web site to increase the expected traffic flow to the Web site from the selected search engines;
  - G) the program submitting the Web site to the selected search engines for registration; and
  - H) repeating steps D) through G) to maintain an increased level of traffic flow to the Web site.
18. (previously amended) The process of claim 17, wherein step F) further includes the step of listing suggested edits for an owner to manually edit the Web site.
19. (original) The process of claim 17, wherein the program resides on a third party server accessible by an owner of the Web site.
20. (original) The process of claim 17, wherein the program resides on a personal computer accessible by an owner of the Web site.
21. (original) The process of claim 17, wherein the search phrases are entered by an owner of the Web site and further comprising the step of the program determining additional search phrases.
22. (original) The process of claim 17, wherein the search phrases are entered by an owner of the Web site and further comprising the step of receiving additional search phrases from a search phrase suggestion tool.

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23. (previously amended) The process of claim 17, wherein the analyzing the Web site step includes checking a spiderability of the Web site.

24. (original) The process of claim 17, wherein the analyzing the Web site step includes checking for search engine parsing problems in the Web site.

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Respectfully submitted,

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Date: 8/22/2006

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and the examiner did agree removing the word "substantially" from proposed claims 9 and 17 would remove the indefiniteness rejection.

### Claims

Please delete claims 1-24, add new claims 25-63, and consider the following remarks. All added claims are supported by the specification and no new matter has been added.

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**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-24 (deleted)

25. (new) A program for increasing traffic flow to a Web site, comprising:

- a) a means for receiving access to a Web site code, wherein a Web site comprises the Web site code;
- b) a means for receiving a list of one or more search engines to submit the Web site to for registration;
- c) a means for analyzing the Web site code, wherein the means for analyzing the Web site code comprises a means for checking for a known factor in the Web site code used by a plurality of search engines in ranking a plurality of Web sites for registration;
- d) a means for causing the Web site code to be edited based on a result from the means for analyzing the Web site code; and
- e) a means for submitting the Web site, with the edited Web site code, for registration to the one or more search engines on the list.

26. (new) The program of claim 25, wherein the means for causing the Web site code to be edited comprises manually editing the Web site code.

27. (new) The program of claim 25, wherein the means for causing the Web site code to be edited comprises the program automatically editing the Web site code.

28. (new) The program of claim 25, wherein the means for analyzing the Web site code further comprises a means for parsing through the Web site code.



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29. (new) The program of claim 25, further comprising a means for receiving a search phrase.

30. (new) The program of claim 25, further comprising a means for automatically generating a search phrase for the Web site.

31. (new) The program of claim 25, wherein the means for analyzing the Web site code further comprises a means for reviewing the Web site for compatibility with a search phrase.

32. (new) The program of claim 25, wherein the means for analyzing the Web site code further comprises a means for reviewing a textual content of the Web site.

33. (new) The program of claim 25, wherein the means for analyzing the Web site code further comprises a means for determining a spiderability of the Web site.

34. (new) The program of claim 25, wherein the means for analyzing the Web site code further comprises a means for checking for a framed web page within the Web site.

35. (new) The program of claim 25, wherein the means for analyzing the Web site code further comprises a means for checking for a graphic used to display a textual content.

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36. (new) A process for increasing traffic flow to a Web site from one or more search engines, comprising the steps of:

- a) a program receiving access to review a Web site, wherein a Web site code defines how a plurality of Web pages for the Web site will be displayed by a browser;
- b) the program receiving a list of one or more search engines to submit the Web site to for registration;
- c) the program analyzing the Web site code;
- d) the program facilitating a modification of the Web site code based on the analyzing of the Web site code in order to increase a traffic flow to the Web site from at least one of the search engines on the list; and
- e) the program submitting the Web site for registration, having the modified Web site code, to the one or more search engines.

37. (new) The process of claim 36, wherein the facilitating in step d) includes the step of the program listing a plurality of suggested edits to manually edit the Web site code.

38. (new) The process of claim 36, wherein the facilitating in step d) includes the step of the program automatically modifying the Web site code.

39. (new) The process of claim 36, wherein the program resides on a third party server accessible by an owner of the Web site.

40. (new) The process of claim 36, wherein the program resides on a personal computer accessible by an owner of the Web site.

41. (new) The process of claim 36, further comprising the step of the program receiving at least one search phrase from an owner of the Web site.

42. (new) The process of claim 36, further comprising the step of the program determining at least one search phrase.

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43. (new) The process of claim 36, further comprising the step of the program receiving at least one search phrase from a search phrase suggestion tool.

44. (new) The process of claim 36, wherein the analyzing the Web site code includes the step of checking a spiderability of the Web site.

45. (new) The process of claim 36, wherein the Web site code comprises HyperText Markup Language.

46. (new) A process for increasing traffic flow to a Web site from a search engine, comprising the steps of:

- a) a program receiving access to review a Web site, wherein the Web site comprises a Web site code, wherein at least some of the Web site code defines how the Web site is to be displayed by a browser;
- b) the program receiving a first search phrase related to the Web site;
- c) the program receiving a list of one or more search engines to submit the Web site to for registration;
- d) the program determining a ranking methodology used by at least one of the search engines on the list;
- e) the program analyzing the Web site code using the determined ranking methodology;
- f) the program facilitating a modification of the Web site code based on the analyzing the Web site code to increase an expected traffic flow to the Web site from the search engine; and
- g) the program submitting the Web site for registration, having a modified Web site code, to the one or more search engines on the list.

47. (new) The process of claim 46, wherein the facilitating includes the step of the program listing suggested edits to manually modify the Web site code.

48. (new) The process of claim 46, further including the step of the program automatically modifying the Web site code.

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49. (new) The process of claim 46, wherein the program resides on a third party server accessible by an owner of the Web site.

50. (new) The process of claim 46, wherein the program resides on a personal computer accessible by an owner of the Web site.

51. (new) The process of claim 46, wherein the first search phrase is entered by an owner of the Web site, and further comprising the step of the program determining a second search phrase.

52. (new) The process of claim 46, wherein the first search phrase is entered by an owner of the Web site, and further comprising the step of receiving a second search phrase from a search phrase suggestion tool.

53. (new) The process of claim 46, wherein the analyzing the Web site code step includes checking a spiderability of the Web site code.

54. (new) The process of claim 46, wherein the analyzing the Web site code step includes checking for a search engine parsing problem in the Web site code.

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55. (new) A process for increasing traffic flow to a Web site from a plurality of search engines, comprising the steps of:

- a) a program receiving access to review a Web site, wherein the Web site comprises a Web site code, wherein the Web site code comprises a means for defining how the Web site is to be displayed by a browser and at least one Web site element;
- b) the program receiving a first search phrase related to the Web site;
- c) the program receiving a list of search engines to submit the Web site to for registration;
- d) the program determining a ranking methodology for at least two of the search engines in the list of search engines;
- e) the program analyzing the Web site code using the determined ranking methodologies;
- f) the program facilitating a modification of the Web site code based on the analyzing the Web site code to increase an expected traffic flow to the Web site; and
- g) the program submitting the Web site for registration, having a modified Web site code, to the search engines on the list.

56. (new) A process for increasing traffic flow to a Web site from one or more search engines, comprising the steps of:

- a) a program receiving access to review a code, wherein the code comprises a means for defining how a web page for a Web site is to be displayed by a browser;
- b) the program receiving a first search phrase related to the Web site;
- c) the program receiving a list of one or more search engines to submit the Web site to for registration;
- d) the program determining at least one ranking methodology used by at least one of the search engines on the list;
- e) the program analyzing the code using the at least one determined ranking methodology;
- f) the program causing the code to be edited based on the analyzing the code;
- g) the program submitting the Web site for registration to the one or more search engines on the list; and
- h) repeating steps d) through g) to maintain an increased level of traffic flow to the Web site.

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57. (new) The process of claim 56, wherein the causing the code to be edited comprises the program listing suggested edits to manually edit the code.

58. (new) The process of claim 56, wherein the program resides on a third party server accessible by an owner of the Web site.

59. (new) The process of claim 56, wherein the program resides on a personal computer accessible by an owner of the Web site.

60. (new) The process of claim 56, wherein the search phrase is entered by an owner of the Web site and further comprising the step of the program determining a second search phrase.

61. (new) The process of claim 56, wherein the search phrase is entered by an owner of the Web site and further comprising the step of receiving a second search phrase from a search phrase suggestion tool.

62. (new) The process of claim 56, wherein the analyzing the code includes checking a spiderability of the Web site.

63. (new) The process of claim 56, wherein the analyzing the code includes checking for a search engine parsing problem in the Web site.